



WELCOME

## HOWARD COUNTY TOURISM NEWS

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### **THINK PINK Blossoms of Hope Cherry Trees Blossoming All Across Howard County, Just In Time For Very Special National Arbor Day Celebration!**

*Ellicott City, MD (April 19, 2006)*– Howard County Tourism proudly announces that Blossoms of Hope: The Howard County Cherry Tree Project will celebrate National Arbor Day, Friday April 28th, 2006 at 10:00AM at Centennial Park in Ellicott City by recognizing the persons and organizations who have sponsored trees. The National Arbor Day celebration will also include these exciting items:

- Howard County Executive James N. Robey is our keynote speaker and will make VERY SPECIAL ANNOUNCEMENTS about this growing tourism initiative!
- Blossoms of Hope will present a BIG PINK Howard Bank check to the Claudia Mayer Cancer Resource and Image Center, the projects beneficiary.
- Attendees to National Arbor Day Celebration will be able to see the three 15ftx15ft pink cherry blossom balloons floated in The Parade of the National Cherry Blossom Festival® in Washington DC. Participation in the Parade helped publicize and promote Blossoms of Hope: The Howard County Cherry Project to a world-wide audience on WJLA ABC 7 and made the cover of the Sunday *Washington Post*. This is the cherry blossom balloons first Howard County appearance!
- Official announcement by Maggie Brown “The Columbia Association is so proud to have had the opportunity to participate in the Blossoms of Hope program. Being able to contribute to an already beautiful environment here in Columbia and Howard County by adding these beautiful trees around our community is an honor, and it’s exciting as well to contribute in a way that will surely show its value year after year for many years to come.”

Blossoms of Hope’s ultimate goal---1,000 pink kwanzan cherry trees across Howard County, blossoming simultaneously each April – to beautify and beckon people to visit and experience the many attractions found throughout the county. The beauty, however, of the Blossoms of Hope campaign goes far beyond the trees’ annual display of color. Like the name suggests, this project is also about hope—the hope to individuals and families within the community who are coping with cancer. Not only will tree sponsors be playing a significant role in helping to

beautify Howard County, a portion of the sponsorship is donated to Howard County's Claudia Mayer Cancer Resource and Image Center.

To date, nearly 500 pink kwanzan cherry trees have been planted on public land (parks, libraries, lakes, community centers and historic sites), corporate partners' land and along State Highways in Howard County as part of the Blossoms of Hope tourism initiative. Howard County Tourism officials hope that the project will be a spring tourism draw similar to that of Washington's cherry blossoms.

Howard County Tourism, Inc., is a non-profit, membership-based organization funded by generous grants from the State and the County. Our mission is to increase, develop and promote tourism in Howard County by featuring the county's unique sites, services, products and people. For more information contact Howard County Tourism or check out our website [www.VisitHowardCounty.com](http://www.VisitHowardCounty.com).

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